

# SEDCORP

## VALLEJO

**A Solano city  
navigates  
the currents  
of change**

RECD SEP 3 1996

79117

Inside

## SOLANOFirst

VOLUME 1

ISSUE NO. 3

SEPTEMBER 1996

CITY FOCUS: Vallejo  
International Trade Workshops  
Tourism / Entertainment  
SEDCORP Member News  
Deal Makers  
Business Calendar

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IN SOLANO COUNTY SINCE 1983



**SEDCORP**  
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dedicated to aggressively pursuing  
opportunities for quality business  
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- Sites tour** – Cities and county at a glance
- SEDCORP** – Member-investors and directors
- Industry clusters** – Major employers
- Solano stats** – Demographics
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**Other websites to visit**



## President's Message



**D**omains...Browsers...Registry...Hooks...Hits...Home Page...HTML...Snail Mail...These and a hundred other terms were Greek just a few weeks ago. Designing the SEDCORP website has been a process both in logic and in learning a new language. We have learned enough to realize how large and different the on-line world really is. Thanks to Solano-based 3D, a collaboration of Digital America, Dalton Associates, and NetEx, our website is up at our new address —[www.SEDCORP.org](http://www.SEDCORP.org).

Our goal of reaching potential clients on a regular basis dictated the need for a home page on the internet. After hundreds of hours of patient instruction by the 3D team, we have gained knowledge and understanding and the realization that on-line communication is always under construction. We have approached decision-making for a new medium with competent instructors —e.g., graphics are needed to draw visitors, but graphics that are too complex take too long to come up on the screen, and the impatient visitor won't wait.

Developing the logic to guide the visitor through the home page is another challenge, again one we addressed with competent instructors. We had to learn to translate our questions and desires into on-line lingo, and our instructors often had to re-phrase their input so that the neophytes could understand. Although the design sessions produced grand headaches, the process was and is exhilarating. In mid-June, the 3D team promised our page would be "up" for the County Fair opening on July 9, and they (we) did it!

Thank you, Conny Dalton and Gandalf Parker for the dozens of hours of consultation and teaching, and to David Talley for providing the internet access. You have our heartfelt thanks and hearty recommendation. ■

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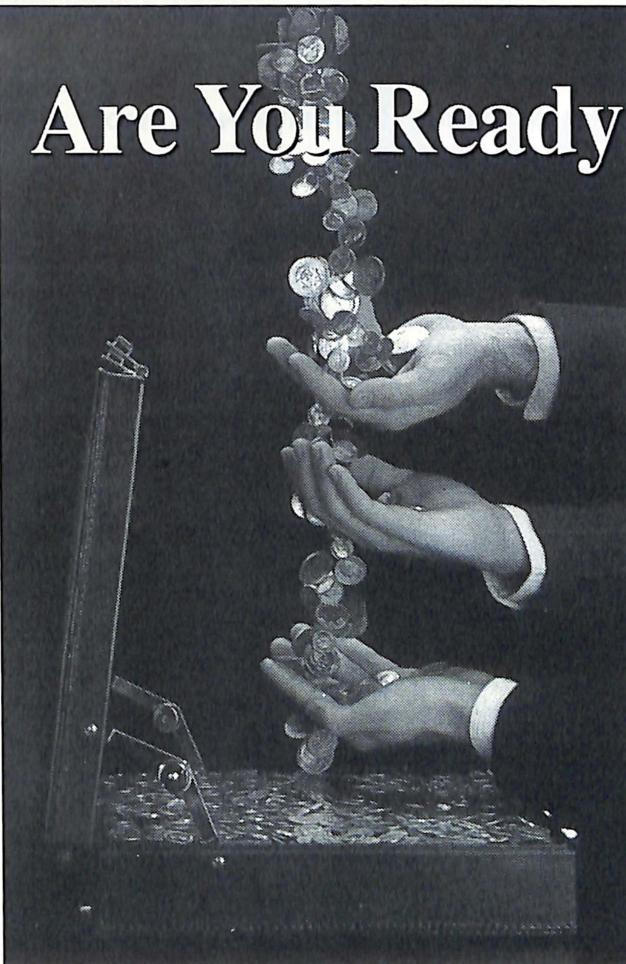
#### ■ CRAIG WHITTON

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SEDCORP wishes to thank everyone who has been instrumental in making this feature edition on Vallejo possible

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## VALLEJO, CA

### New economies emerge

by Craig Whittom

Future historians will note the year 1996 as one of the most important years in Vallejo's history. The year marked the formal closure of the Mare Island Naval Shipyard and the emergence of new economies in Solano County's largest city. The transition is moving fast, and the excitement has brought new community spirit to Vallejo.

#### MARE ISLAND - VALLEJO'S CONVERSION SUCCESS

It is ironic that the closure of Mare Island Naval Shipyard in part stimulated new private investment in the Vallejo community. The City's largest employer since the mid-1800s, the closure of the Shipyard was announced in 1993. The community quickly rallied together and developed the Mare Island Final Reuse Plan for the 5,000 acre property. This plan which envisions more than 1,500 acres

of developable land is now being implemented. Three years after the closure announcement, Mare Island continues to be one of Vallejo's largest employers, only now populated by civilian tenants. Beginning in July 1994 the City initiated leases with the Navy and subleases with civilian tenants.

The variety of commercial space available on Mare Island will allow for the further diversification of Vallejo's economy. Industrial tenants that are now operating on Mare Island include XKT Engineering, (steel fabrication), Jeffco (industrial painting), Carpenter Rigging (rigging) and Pegasus (ship dismantling). These firms have all been attracted to Mare Island by aggressive leasing programs, and unique industrial facilities and equipment. The firm have also been able to hire and take advantage of the skills of former Mare island employees.

In addition to the industrial tenants populating the island the privately-owned #1 Golf Company has been operating the nine hole public golf course on Mare Island since September, 1995. An agreement to expand the existing course to 18 holes is currently being negotiated. The course is open to the public and located on the southern end of the island. Overlooking the golf course is a 100,000 square foot office complex that will house the headquarters of the U. S. Forest Service Pacific Southwest Region. The relocation of the 350 employees of this office from San Francisco is scheduled to occur in 1998.

Finally, Mare Island has become a magnet for the film industry in the Bay Area. Early in 1995 Walt Disney shot part of the movie "Jack", starring Robin Williams, on Mare Island. The film "Metro," starring Eddie Murphy, took advantage of one of the dry docks and other industrial scenes for more than two weeks of filming. And in the largest investment of Hollywood in Vallejo, the film "Sphere", based on a Michael Crichton best-selling novel, is currently being filmed in several buildings and a dry dock on Mare Island. "Sphere" is a \$25 to \$30 million project that has brought international attention to Mare Island.

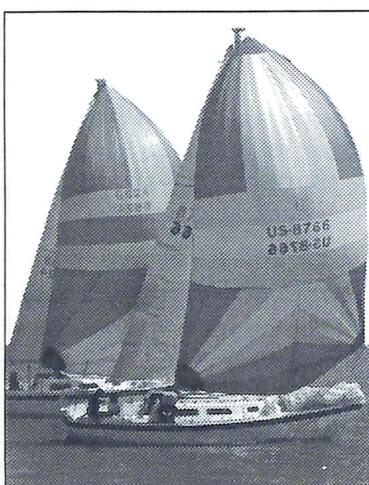
### CITY CRAFTS CREATIVE DEALS WITH BUSINESS

The City of Vallejo has developed a national reputation for structuring creative transactions with new business. In 1986 the relocation of Marine World Africa USA to Vallejo from Redwood City was the result of a comprehensive development program offered by the City of Vallejo. This program included the transition of a municipal golf course generating \$1.00 per year to the City into one of California's 10 largest tourist attractions, generating more than \$1 million per year to the City in direct financial benefits.

The City recently received a development partnership award with Meyer Corporation, the world's third largest cookware manufacturer. Meyer recently opened its 180,000 sq. ft. manufacturing/office/warehouse facility in the South Vallejo Business Park, on land it purchased from the City's Redevelopment Agency. Additionally the Redevelopment Agency financed a portion of the infrastructure costs, and facilitated the tax exempt financing of the construction of the facility. The leases and subleases which Vallejo has executed on Mare Island have been among the first in the nation which the Navy has approved. These leases have been essential in the development of private sector investment in Mare Island.

The City in the early 1990s invested in a joint venture partnership with The Kivelstadt Group, a San Francisco retail shopping center developer. This partnership facilitated the development of the Meadows Plaza shopping center, anchored by Walmart, which is generating more than \$400,000 per year to the City in direct benefits. The City sold a land parcel and agreed to limit off-site infrastructure improvement costs to the developer.

In addition to these projects



ABOVE:  
Yachting is a widely pursued recreational sport throughout the region's waterways

RIGHT:  
Typical of the City of Vallejo's newly developed manufacturing, warehouse and distribution space, Meyer Corporation recently settled in to its fifth plant

the City has entered development agreements with Costco Wholesale, Toys R Us and a variety of other businesses.

### TOURISM CONTINUES TO THRIVE IN VALLEJO

Marine World Africa USA anchors the City's tourism industry. More than 1.5 million visitors are attracted to Marine World each year. The park recently celebrated its 10th anniversary in Vallejo and is surrounded by recently-constructed lodging facilities and restaurants. The waterfront theme is integral to Vallejo as a community. Vallejo is home to one of the oldest and most active yacht clubs in the San Francisco Bay Area. Vallejo's municipal marina with more than 600 berths is located next to the Vallejo Yacht Club. Vallejo owns high-speed catamaran passenger ferries that provide four round trips daily to San Francisco's financial district. Many Vallejo residents who work



ABOVE: Traveling to work in San Francisco's financial district is a waterborne commute for many Vallejoans

in San Francisco use the ferry to commute to The City. Vallejo is currently constructing two additional ferry boats which will be in service by early 1997. The Vallejo Naval and Historical Museum offers exhibits a library and educational programs dedicated to the history of Vallejo.

### RETAIL AND MEDICAL INDUSTRIES PUMP MILLIONS INTO VALLEJO ECONOMY

Since the mid-80's Vallejo has seen more than 20 national retail tenants invest in Vallejo. New retailers have capitalized on the demographics of Vallejo locations ranging from power centers to convenience centers to free-standing units. A variety of new tenants have included Office Max, Costco Wholesale, Walmart, Michaels, and numerous new restaurants. Opportunities remain for profitable retail investment in certain specialty retail niches.

Vallejo is also home to a strong health care sector. Kaiser Permanente Medical Center, located in the center of Vallejo, completed a \$100 million renovation and expansion in 1995. Kaiser is completing another 30,000 s.f. expansion in an adjacent property.

Sutter Solano Medical Center and Family Doctor Medical Group also call Vallejo home.



### THE COMMUNITY

Vallejo's more than 114,000 residents have an average household income of more than \$50,000 and live in →

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housing ranging from executive with waterfront and golf course views to turn-of-the-century homes in the City's historic districts. Since 1980 the population of Vallejo has grown by more than 40% and an additional influx of more than 20,000 new residents is projected by the year 2015.

One of Vallejo's primary assets is its access to the San Francisco and Sacramento metropolitan areas. Served by two major Interstates (I-80 and I-780) and State Highways (29 and 37), rail lines and high speed ferry service, Vallejo is Solano County's closest and most convenient connection to the urban Bay Area.

Vallejo enjoys a variety of cultural amenities including the Vallejo Symphony, community theater, waterfront art and jazz festivals, a downtown arts revival, and the widest variety of recreational opportunities in Solano County. The community has attracted many new residents during the past 15 years who have embraced and expanded Vallejo's cultural opportunities.

In addition to a full array of public and private schools and a branch of the Solano Community College, Vallejo is home to the California Maritime Academy (CMA). CMA is a four-year state college that provides career preparation for Marine industries and related fields. It's one of only five such public institutions in the United States.

## OPPORTUNITIES FOR INVESTMENT

Vallejo offers an exciting variety of investment and business opportunities. The combination of excellent sites, a city government skilled at deal making, and a community with rich cultural, recreational, and residential opportunities. For Development information, please contact the City's Economic Development Division at (707) 648-4444. ■

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## Vallejo Through The Eyes Of A Vallejoan

by Terry Curtola Jr.,

When I first arrived in Vallejo in 1939, it was a beautiful busy city. Mare Island Naval Shipyard was the key employer; General Mills was packaging flour to be delivered world wide, the Vallejo Steam Laundry was serving the whole North Bay, and the Vallejo Times Herald and its Nightly News Chronicle were Solano County's main daily newspapers. Downtown Vallejo was the home to Levees and Crowley's department stores, The City of Paris, Bernheim Meyers men's store, one of Smiling Sam's multitude of drug stores, and blocks and blocks of restaurants, cafés, bars and arcades. It was a bustling spot and World War II had not even made its mark yet.

Between 1941 and 1946 the war intervened and the workload at Mare Island increased dramatically. Vallejo became the home away from home for thousands of our country's finest sailors. More than 100,000 civilian employees worked at the "YARD," which operated 24 hours a day, seven days a week. Government housing was popping

up all over the city; Chabot Terrace, Federal Terrace, Carquinez Heights and Roosevelt Terrace became the homes for the civilians helping the war effort. Downtown was busier than ever and the arcades, tattoo parlors and other nightlife stayed open 24 hours a day.

As a young boy (5-7 years of age), I remember walking through lower Georgia as my mother went to the fish market and seeing more sailors and marines than I have seen the rest of my life. They walked from the ferry to the jitney, looking for some rest and, yes, recreation. They had just gotten off of three to six months of sea duty, or just gotten away from the beaches of the South Pacific. They were young and away from home and Vallejo was welcoming. I can remember saluting each of them as we passed and they returning my salute (how did I know they weren't officers?). I do remember the ladies on some of their arms did not return my salute... (that could be the subject of some other article).

In the early 1950's with the war long over, the shipyard employment was mainly concerned with repairs rather than new construction, even though we were building submarines (500 + all told). The vast majority of sailors and marines were gone, the civilians went back to their respective states and the housing was starting to show its wear. Lower Georgia street had lost its Vegas atmosphere and had become a slum. The bars and tattoo parlors were still there, as were those ladies that never returned my salutes. Vallejo was into a Post-War syndrome.

Starting in the late 1950's Vallejo started looking at new ideas. The mayor (Will Hewitt) and Vallejo City Council approved one of the first Urban Renewal projections (predecessor to Redevelopment) in the United States. They leveled lower Georgia, cleaned up a devastated waterfront and built a three-mile long seawall to enhance the Napa River. They built a beautiful library and convinced the Postal Service to build the Regional Post Office. They attracted a multitude of new facilities in downtown banks, shops, senior housing and parks. These projects all helped start a new Renaissance. The spirit continued into the 1970's. The City of Vallejo attracted Peter Kewett & Son to locate in the Vallejo industrial area, and in conjunction with Kaiser Steel became the home for the Alaskan Pipeline Tower Construction. West Transportation, Inc., California's largest truck hauler, located on the site and even the original Vallejo Home/Steam Laundry relocated their plant to the site. During this period General Mills was still packaging and producing, the California Maritime Academy, the oldest and largest Maritime Collage west of the Mississippi, was growing in stature, and Mare Island was now concentrating on repairs and maintenance as the rebuilding of our navy was being cut back by Congress. Vallejo was still producing a good quality of life, but competition was starting to erode its status in the county. Fairfield was starting to grow with thousands of new homes, allowing the retail community to take a look (Solano Mall). Vacaville was starting to go after retail (outlets) and industrial (biotech) projects with their developable land (flat and highway accessible). Benicia began to actually pursue waterfront development (transport and docking). Vallejo, previously the King of the County was now faced with sibling rivalries.

Please turn to page 24

## The Galbreath Company

• **Billy Yarbrough** purchased 117.36 acres at the Tolena Industrial Park in Fairfield for future development. Brokers: Brooks Pedder and Philip Garrett.

• **Mandscape** leased 48,000 sq. ft. at 4941 Allison Parkway in Vacaville for distribution and processing. Broker: Brooks Pedder. This is the first software company in Solano.

• **MV Transportation** leased 4,800 sq. ft. at 420 Executive Court North, Suites E-G, consolidating their San Francisco and Sacramento offices. They specialize in public transportation for the handicapped. Broker: Brooks Pedder.

## Grubb & Ellis

• **Pauli Systems Inc.** leased 8,500 sq. ft. at 1820 Walters Court in Fairfield. Broker: Chris Petrini. Landlord: The Hofmann Company. The building is now 92% leased.

• **Life and Safety Products** leased 2,000 sq. ft. at 1820 Walters Court in Fairfield. Broker: Chris Petrini. Landlord: The Hofmann Company.

• **CDI** purchased 1.5 acres from Busch Properties to build a 24,000 sq. ft. building at 780 Chadbourne in Fairfield. The new building broke ground in July. 12,000 sq. ft. is still available for lease/sale. Broker: Chris Petrini and Brett DeMartini.

## DEAL MAKERS

• **King Bearing** leased 6,000 sq. ft. at 780 Chadbourne in Fairfield. Broker: Chris Petrini. Landlord: CDI.

• **Kleinfelder** leased 6,000 sq. ft. at 780 Chadbourne in Fairfield. Broker: Chris Petrini and Brett DeMartini. Landlord: CDI.

• **Communication Management Services** leased 20,000 sq. ft. at 400 Crocker in Vacaville. Broker: Chris Petrini. Landlord: AFC Ltd

• **Martindale Enterprises** purchased 53,363 sq. ft. at 4957 Allison Parkway in Vacaville. Broker: Chris Petrini. Seller: Dan Gratto, et. al., represented by Brooks Pedder with The Galbreath Company.

## JHL Commercial Properties

• **Solano County Bail Bonds** leased 740 sq. ft. at 719 Jefferson in Fairfield. Broker: Robert Ogan.

• **Street Machine Specialities** leased 2,800 sq. ft. at 1654-F North Texas Street in Fairfield. Broker Robert Ogan.

• **Addus Health Care** leased 795 sq. ft. at 947 Empire Street in Fairfield. Broker: Robert Ogan.

• **Fastframe** leased 3,070 sq. ft. at 1311 Oliver Road in Fairfield. Broker: William Kampton.

• **Faud and Mutaha Shamieh** purchased 9,760 sq. ft. at 4433-37 Central Place in Fairfield. Broker for seller: Robert Ogan.

## Spieler Properties, LP

Spieler Properties, LP, purchased 17 buildings (1.8 million sq. ft.) in the Benicia Industrial Park in February from Kemper Real Estate.

Spieler has leased over 250,000 sq. ft. since taking over the buildings to companies including Sears, SLS, Inc., Meyer Corporation, Joule Beverage and Biagi Brothers.

Additionally, Spieler has been in the process of upgrading many features of the park and buildings, including painting buildings, upgrading the fire sprinkler systems to .495GPM/2,000 sq. ft., installing sky lights, re-landscaping and repaving.

With these upgrades in place, Spieler Properties, LP offers some of the most functional warehouse distribution facilities in the greater Bay Area. For information, please contact Frank Garcia at (415) 464 5600. ■

## Exploring the Tourist Treasures of Solano County

by Meme Sharp

What is this land called Solano County? So rich in history, diversification, soil and sea—surrounded by rolling hills, harvest trails, crisp air and mild, Mediterranean climate—sprinkled with business parks, education, culture and arts. And while Solano County is filled with so many other fine qualities, let's explore some of the tourist treasures nestled in this rich land.

Naming just a few, some of these treasures include: the Jelly Belly Factory, Scandia and the Wooz Family Fun Centers, the Budweiser Brewery, the Factory Stores at Nut Tree, Solano Mall, Marine World Africa USA, Vallejo's ferryboats to San Francisco, wineries, wind surfing, performing arts, museums (land, rail, air, sea), and plenty of golf courses.

Undisputed, it's been boasted for years by the Vallejo Convention & Visitors Bureau (CVB) that Solano County has more variety to offer than any other county in Northern California. This enables us to market Solano County as a family destination.

The Vallejo CVB promotes the City of Vallejo as an overnight tourist destination, and its members throughout Solano, Napa,

Sonoma, and San Francisco counties. As our number one tourist attraction, Marine World Africa USA is noted for being the only theme park of its kind in the world. But Vallejo's tourism draw does not stop there.

The city's popular passenger ferry service to San Francisco will increase to three ferryboats as of January 1997, fulfilling the demands of both visitors and commuters alike. The Vallejo Naval and Historical Museum is filled with interesting displays of Vallejo's past, as well as the history of the Mare Island Naval Base. Heritage homes and watchable wildlife provide interesting walks throughout Vallejo. Vallejo's waterfront offers boating, fishing, jet skiing, and a beautiful marina. Five golf courses in Vallejo alone offer a visitor plenty of greens to par.

The Historic District of Mare Island has also become a visitor draw, with tours of the historic chapel, shipyard, cemetery and mansions. The Vallejo Symphony is enjoyed by all who have discovered it, while still a best kept secret. Vallejo State University/ California Maritime Academy provides the perfect waterfront setting in addition to its excellent education program.

Solano County has the physical attributes and amenities of both the agriculturally oriented Central Valley and the San Francisco Bay area. This in itself complements Solano County's assets, offering a combination of rural, urban and metro area settings in an unparalleled location.

Tourism in Solano County enhances the quality of life and offers the right climate to entice any business to locate here. In addition, the tourism industry increases jobs and generates a stronger tax revenue base for each city, our county and our state.

## Vallejo CVB Appointed County Film Commission

The tourism market reaches beyond travel agents, tour operators, consumers, travel writers, and the media. Another segment of tourism is the film industry and it is for that reason that Convention & Visitors Bureaus fill the role of film commission for their regions.

Solano County is no different. Serving Solano County for the past nine years, the Vallejo CVB was recently appointed Vallejo/Solano County Film Commission by the State, and is now the agency designated as the county's liaison with the film industry. As a result, the Film Commission has become a department of the Vallejo CVB.

The opportunity to promote the region was not an overnight happenstance. As a matter of fact the Vallejo CVB had been working toward this goal prior to the actual conversion of Mare Island Naval Shipyard to civilian uses. Although the shutdown ended almost 150 years of a stable Navy presence in Vallejo, Mare Island has seen a new light. And lots of them, I might add. Lights, camera, and action by more than one movie production company. We have no doubt that the "flicks" will continue to have a ripple effect throughout Solano County.

Let's point those cameras towards all of Solano County and see just how "picture perfect" our county really is. Presently, the Vallejo/Solano County Film Commission is building a photo library of its own and also for the State Film Commission, while taking inventory of all that this county can offer the film industry. Each city's Chamber of Commerce and Economic Development Department is assisting with inventory lists of old and new buildings, mobile parks, airplanes—both military and private—aircraft carriers, ships, barns, fields, mansions, boats, water, hills, trees, streets, theme parks, industrial settings, schools, wind surfing, old gasoline stations, old-fashioned diners, trains, churches, museums, and the list goes on.

As Solano County's official Film Commission, the Vallejo CVB will work closely with each city's staff and Chamber of Commerce, as well as county staff, and SEDCORP. The communication lines must remain open at all times to enable us to better market all of Solano County. As film commissioner the CVB will work to understand the demands of filming and production

Please turn to page 25



You've thought about it a hundred times. There's been an accident on site. A worker has a back injury, strain or broken bone. He could be out of work and in pain for weeks. You're the boss.

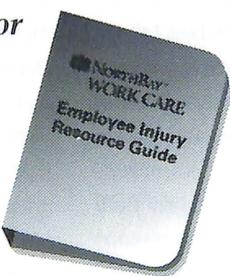
## What Would You Do?



Many small business owners and managers don't have a plan for dealing with work injuries. They don't know how to prevent on the job accidents, or where to go for treatment designed to get the employee back on the job as soon as possible. The decisions made in the first moments after an injury impact the health of your workforce and your business.

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## INTERNATIONAL TRADE NEWS

**SEDCORP AND THE GREATER OAKLAND** International Trade Center (GOITC), a BayTrade center, are pleased to announce an agreement to provide international business services to Solano industry.

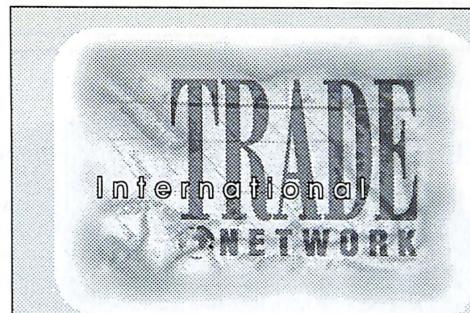
Mr. Tekle B. Sebhau, Trade Manager for the GOITC, will maintain office hours in Solano, at the SEDCORP offices, two days a month, on the second and fourth Thursdays. Mr. Sebhau, formerly an international trading company owner, has designed and presented workshops on import/export practices, and served as an instructor of international trade. He joined BayTrade as a trade manager in February 1995.

BayTrade is the result of an initiative of the mayors of the Bay Areas three largest cities, who jointly decided that a regional approach to growing jobs through helping area companies expand their global markets was a good idea. So the cities, Oakland, San José and San Francisco approached their ports, economic development organizations and the federal Economic Development Agency for funding assistance, and in late 1994, BayTrade was born.

The GOITC is one of six BayTrade centers. It began operation in January 1995. The SEDCORP/BayTrade relationship started shortly thereafter. In March 1995, SEDCORP was awarded a grant from BayTrade to develop an operational model for offering global marketing assistance to companies doing business internationally. During the course of that one year grant, SEDCORP, through its new International Trade Committee and BayTrade assistance, assisted area companies in producing five export actions. An export action is the successful sale of a new product outside the US, or the opening of a new international market for an area producer.

The State's analysis indicates that the increase in global sales of California-produced goods and services is, to a great extent, driving the California economic comeback. Yet the potential for international business in Solano is an unknown today. The volunteers of SEDCORP's International Trade Committee believe there is significant untapped potential here. They are surveying, developing seminars and other educational activities, and investigating resources which, with the direct assistance of a professional trade manager, will hopefully turn the potential into export activity.

Mr. Sebhau, an active member of the International Trade Committee, and corporate Committee professionals, can provide specific market intelligence and contacts, including overseas business agents and distributors, international financing mechanisms, and any other services needed to successfully market globally. ■



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To accommodate the business owner, the workshops will be held in the evenings on four consecutive Thursdays, October 3, 10, 17, 24. The fee is \$100 for the series of four, \$35 each session, or \$25 each session for members of SEDCORP and affiliated Chambers of Commerce (Benicia, Dixon, Fairfield/ Suisun, Rio Vista, Vacaville and Vallejo) or businesses associated with any of the sponsoring organizations.

Please call Mary McCarthy at SEDCORP for further information, to reserve your spot, or to receive a flyer on the October workshops. We believe there is great potential for business expansion in Solano through global market penetration. Take the time to explore this burgeoning economic growth area.

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# Marine World Celebrates 10<sup>th</sup> Anniversary in Vallejo

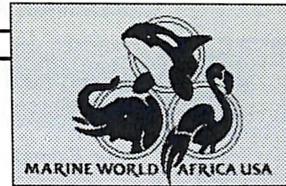
It has been 10 years since Marine World Africa USA made its unprecedented move from Redwood City to its new home in Vallejo. Thousands of Bay Area residents witnessed the extraordinary journey, as many of Marine World's animals floated slowly up the San Francisco Bay on an ark, headed for their new 160-acre home in Solano County. The construction of the new facility and relocation of animals, personnel, equipment and even foliage took nearly 13 months to complete, but resulted in a unique new wildlife park, where visitors from around the world can experience up-close encounters with animals, and form a lifelong appreciation for the world's wildlife.

In 1981, after more than 18 years in Redwood City, Michael Demetrios, Marine World's president, began to search for a larger, more accessible site for the wildlife park. The existing park had run out of room for expansion and was operating over capacity. In 1984, Demetrios announced plans to relocate Marine World to Vallejo, where a new park would be opened under the ownership of the nonprofit Marine World Foundation. The Redwood City park closed its doors on September 29, 1985, and within nine months, on June 16, 1986, Marine World celebrated its Grand Opening in Vallejo.

"We've come a long way since our modest beginning in 1968 as a small marine life and water-ski theme park in Redwood City," explains Demetrios. "There have been many challenges, but through it all Marine World has emerged as a unique wildlife park and an innovator in education through entertainment."

## The Move...An Enormous Undertaking

In October 1985, in just over two weeks, Marine World moved more than 500 animals, from killer whales to Spiny mice. Many of the animals had to be temporarily housed at the Solano County Fairgrounds while permanent housing was being con-



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structed. An estimated five million pounds of animals and equipment, and 18 years worth of materials were moved. The materials filled more than 100 semis, with one truck leaving almost every hour throughout the two-week move. Everything from kitchen equipment to oceanarium filters was moved more than 50 miles northeast to Vallejo, including 120 trees and 26 semis full of shrubs.

## TEN YEARS OF GROWTH

### Capital Improvements

Since its remarkable relocation in 1986, Marine World has enjoyed tremendous growth and success while hosting between 1.3 and 1.9 million visitors a year. Capital improvements include the addition of innovative and educational attractions such as Butterfly World, Shark Experience, Elephant Encounter, Showcase Theater, the Marine Research Center, Walkabout! An Australian Adventure, and Walrus Experience.

### Benefits to Vallejo and Solano County

Marine World's move to Vallejo has significantly enhanced the city's profile in Northern California and throughout the state. The relocation created over 1200 jobs, providing an \$11 million annual payroll to the

local economy, and has been a significant factor in decisions made by other large businesses to relocate to Vallejo.

Vallejo's Economic Development Department uses a standard gross multiplier of 2.5 to place a dollar value on the total economic benefit Marine World brings to the community. This simply means that for every dollar of revenue Marine World makes, \$2.50 is added to the local economy. In 1995, Marine World's revenue of approximately \$36 million generated an estimated \$90 million for the local economy. In addition, the park has paid over \$14 million to the City of Vallejo and other local agencies for rent, local sales taxes, utility taxes and water.

The park's relocation to Vallejo was the primary reason for establishing the ferry service between Vallejo and San Francisco. The ferry began operating on the same day the park opened its gates and has been instrumental in providing a flow of incoming tourists to the North Bay. The service also gives Solano County commuters an alternative to Interstate 80.

Travel to Vallejo has significantly increased since Marine World opened in 1986. In the last 10 years, six hotels with a combined 654 new rooms have been built in the vicinity of the park. With its prime →

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location, just 30 miles northeast of San Francisco and 12 miles south of Napa, Marine World has become part of an ideal getaway to the Bay Area and the Napa Valley Wine Country.

### The Marine World Foundation

In the last 10 years the Marine World Foundation has made great progress in animal research and husbandry. The park's highly experienced trainers and veterinary staff have developed unique, long-lasting relationships with the animals, which enable them and the scientific community to conduct medical and communications research in a controlled environment. The information acquired has been important in understanding the animals at Marine World and their counterparts in the wild.

Marine World has been instrumental in funding public education programs designed to raise awareness about animal conservation and environmental issues. Over 350,000 Northern California students benefit each year from the education programs provided by Marine World Africa USA. In 10 years the Foundation's programs have educated more than 2 million individuals through Classroom Study Programs, Discovery Tours and Self Guided Visits, and have reached 650,000 students through School Assembly Safaris, Marine World's educational outreach program.

Marine World participates in a variety of conservation and research projects, both at the park and in the wild, to further the knowledge of the scientific community at large. Scientists and animal trainers from around the world come to Marine World each year to study animal behavior and biology.

Over the past 10 years, Dr. David Bain has been studying orcas both at Marine World and in the Johnstone Strait on the coast of British Columbia, and made fascinating discoveries about the physiology, behavior and social structure of killer whales in the wild and in captivity. Dr. Bain has collaborated with Michael D. Szymanski, of U.C. Davis, to develop a new technology for evaluating brain wave and brainstem responses in killer whales, including how boat noises may affect their hearing.

Dr. Pat Foster-Turley, the former director of conservation for the Marine World Foundation, has conducted extensive research to study otters as an indicator species for the health of their wetland habitats. Her field studies in Malaysia and Thailand have resulted in new efforts to help biologists identify and prevent environmental damage to these areas.

The park's Marine Research Center has facilitated numerous dolphin research projects over the years. Dr. Brenda McCowan, of U.C. Davis, is currently studying how newborn and young dolphins learn to communicate with their mothers. Dr. McCowan uses computer equipment and hydrophones to digitize underwater sound recordings of dolphin calves' clicks and whistles. By amassing information about the dolphins, she hopes to shed new light on a better understanding of human speech and learning development.

### Where We're Going

"Marine World has experienced many challenge-filled years," explains Demetrios. "There have been times of prosperity and decline, but through it all we have remained successful in our mission to bring visitors closer than they ever dreamed possible to some of the world's most fascinating creatures."

As Marine World celebrates its 10th Anniversary and enters its 28th season, the park is more committed than ever to seeking new ways to enhance its educational and entertainment experience. This summer, Marine World Africa USA will welcome its 30-millionth visitor, and with each new guest, strives to create a unique opportunity that encourages memorable one-on-one encounters with animals.

As the first generation of environmentally-aware Americans begins to exercise its knowledge to protect and conserve the earth's natural resources, Marine World will continue to provide the personal experiences and information that fosters community and global awareness.

Marine World Africa USA is owned by the Marine World Foundation, a non-profit organization devoted to furthering people's understanding and appreciation of the world's wildlife.

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## THE VALLEJO NAVAL AND HISTORICAL MUSEUM: Preserving Vallejo's Colorful Heritage

by James E. Kern

**D**uring the fierce, final days of WWII, the American submarine USS BAYA, launched in January 1944, made five war patrols in the dangerous waters of the South China Sea and the western Pacific. Frequently, BAYA's skipper would bring the sub up to "periscope depth" to allow his crew to raise the periscope above the surface of the treacherous waters, in search of enemy vessels. By mid 1945, USS BAYA had earned four battle stars for her courageous wartime efforts. When the war finally ended, BAYA returned to her home port at the Mare Island Naval Shipyard in Vallejo.

Fifty years later, visitors to the Vallejo Naval and Historical Museum can look through that same periscope to gain a view of the historic buildings of Old Town Vallejo, Mare Island, and the surrounding hills of a seven county region. In September 1981, long after USS BAYA had been retired from service, the sub's periscope was brought to the Museum from Mare Island on a long flatbed trailer and slowly lowered through the roof of the building with the aid of a massive crane. Today, the periscope is the focal point of the Museum's extensive naval history exhibit—and a hit with the hundreds of school children who visit the Museum each year.

Founded in 1974, the Vallejo Naval and Historical Museum interprets the colorful history of Vallejo, the Mare Island Naval Shipyard, and the surrounding region. Every year, nearly 12,000 people visit the Museum located in Vallejo's historic Old City Hall, a 1927 architectural landmark now listed on the National Register of Historic Places. Five galleries offer a variety of both permanent and changing exhibits, looking at the social, political, economic, and cultural heritage of the community. Vallejo's role as the one-time state capital of California, and Mare Island's role as the first U.S. Navy base in the Pacific are prominent features of the Museum's many exhibits and programs.

Upon entering the Museum, visitors are first welcomed by the imposing bow of a ship projecting more than 20 feet from the wall above the large central staircase. The "Staircase of Seapower" features murals of Mare Island's many historic ships along with depictions of the various skills and trades of ship construction and repair. The bow model itself represents Mare Island's first ship, the sidewheeler USS SAGINAW, launched in 1859. At the top of the staircase is the popular periscope, along with another mural of prominent events, people, and buildings in Mare Island's history.

The second floor Saginaw Gallery features a permanent exhibit on Mare Island history, from its founding by Captain (later Admiral) David C. Farragut in 1854, right up to the challenges and opportunities of the present, as Mare Island shifts from military to civilian control. Exhibited in the Saginaw Gallery are models, historic furniture, numerous photographs, flags, documents, tools, plaques, and other →

items reflecting Mare Island's 142 years of support for the U.S. Navy in the Pacific.

The Museum's second floor is also home to the Heritage Chamber, formerly the city council chambers during the building's tenure as City Hall. The room has been renovated into a 100-seat auditorium, featuring a raised stage, grand piano, and professional stage lighting. The Heritage Chamber is frequently used for concerts, student recitals, lectures, school programs, and audio-visual presentations. Exhibits in the Heritage Chamber are devoted to prominent women in Vallejo history, including Rose Milestein (Vallejo's first policewoman), Florence Douglas (the city's first woman mayor), Grace Logan Patterson (first African-American teacher in the Vallejo School District), Margaret Knott (a world-renowned physical therapist), and many others. Programs and exhibits in the Heritage Chamber are supported through the generosity of Soroptimist International of Vallejo.

Back on the first floor, the Hall of History is used for a variety of temporary exhibits, as well as receptions, luncheons, and other special events. Recent temporary

exhibits in the Hall of History have included a celebration of the 300th anniversary of the Russian Navy, an extensive photographic exhibit on the history of Vallejo's many diverse ethnic communities, and an annual exhibit by members of the Vallejo Artists' Guild. The Hall of History also features elegant brass chandeliers, teak floors, oak stained shutters, and a unique Chinese rice-mat ceiling. A full catering kitchen adjacent to the gallery allows for a wide variety of public functions.

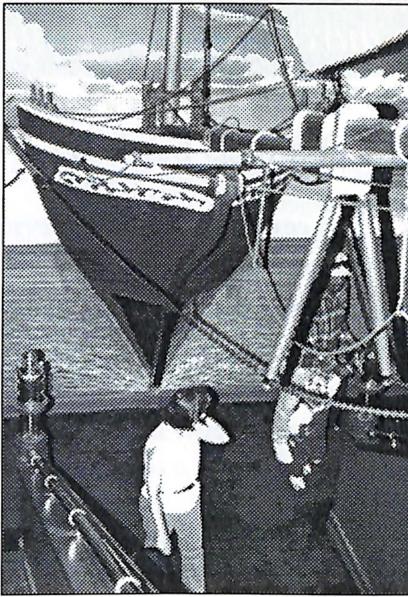
The Museum's ground floor also includes the South Gallery, which features both tem-

porary and permanent exhibits. The permanent display in the South Gallery looks at the city's early years, from the area's original Native American inhabitants, through the influence of General Mariano G. Vallejo, and up to the founding of the city as California's state capital. Maps, photographs, drawings, artifacts, and a re-creation of the interior of the old state capitol building are the highlights here. Recent temporary exhibits in the South Gallery have included a display of historic quilts, an exhibit on the home-front during WWII, and a special showing of artifacts

from Baguio, Philippines, one of Vallejo's sister cities.

This extensive program of changing exhibits keeps the Museum's professional staff and many enthusiastic volunteers on their toes, but the exhibits are only one aspect of the Museum's mission of preserving Vallejo's heritage. Special events programming helps bring history to life for area residents, through musical and theatrical films, lectures, festivals, and much more. Recently, in commemoration of the 50th anniversary of WWII, the Museum held a special film series and a reception honoring WWII veterans. The Museum's Historic Stories series has featured speakers on a variety of topics, ranging from early California maps to infamous scandals of Vallejo's pioneer era. A recent speaker was American Indian activist Russell Means, who drew a standing room only crowd of 500 hundred for a talk about his fascinating life, including fond remembrances of his boyhood in Vallejo.

Visitors to the Museum in recent years have had an opportunity to enjoy the Mother Lode Musical Theatre Troupe, North Bay Opera, an International Festival of Foods, a traditional Japanese tea ceremony, a sea shanty sing-along, quilting demonstrations, book signings by local authors, and a →



ABOVE: An imposing ship's bow projects more than 20 feet from the wall, creating an imposing first impression as visitors enter the Museum. Photo courtesy of the Museum

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popular concert series honoring Black History Month.

Volunteers help spread the word about the Museum by staffing display booths at the Vallejo Downtown Farmers' Market, Solano County Fair, Coastal Awareness Days, the annual Whaleboat Regatta, and many other community festivals and events. Volunteers, in fact, perform much of the important day-to-day work which keep the Museum running smoothly. Many area residents take advantage of volunteer opportunities at the Museum as a way to give something back to their community. They assist with school field trips, adult tour groups, research projects, exhibit installation, building maintenance, public outreach, and special events. Volunteering at the Museum is a great way to learn more about the community and to meet friendly and interesting people.

Other services provided by the Museum include a full service bookstore, which carries gift items, as well as books on local history, cookbooks, children's books, best sellers, mysteries, biographies, and much more. The Museum's extensive research library is open to the public and library staff members are available to assist visitors with questions on local history, genealogy, historic architecture, maritime history, and other topics. The library collection includes more than 6,000 volumes, subscriptions to twenty periodicals, city directories, historic maps, and the records of community groups, local businesses, government agencies, area families, and more. The Museum's extensive photograph collection contains more than 10,000 images which document community and Mare Island history from the 1850s to the present.

The Museum works closely with area public and private schools to provide local history curriculum materials for classroom use. The Museum also offers field trip programs, speakers, and travelling suitcase exhibits which include artifacts, photographs, and other "hands-on" materials. Nearly 1,000 local school children visit the Museum each year.

As a center for the community's cultural, educational and artistic life, the Vallejo Naval and Historical Museum strives to present a variety of high and diverse programs and exhibits Vallejo's ever-changing population.

Approaching its 25th anniversary of service to the community, the Vallejo Naval and Historical Museum remains an active, vibrant community resource which preserves, interprets, and cherishes the fascinating heritage of the City of Vallejo. ©1996.

future economic growth in key industries in which the Bay Area has a competitive advantage—environmental technologies, information technologies, biotechnology, banking and financial services, and tourism. BADCAT's industry cluster work gave special focus to assisting local leaders in linking base reuse to the growth in these key industries.

The City of Vallejo, as a founding partner of BADCAT and in its reuse of the Mare Island Naval Shipyard, is uniquely positioned to capitalize on the explosive growth in one of the key industries studied by BADCAT, information technologies—namely, telecommunications, multimedia, and movie and television production.

## Telecommunications

The Bay Area leads the country in the telecommunications industry, and is ranked first nationally in telecommunications research and development. With 79,500 employees working in telecommunications companies in the Bay Area, employment in this industry is two and a half times the national average.

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## Capitalizing On Information Technologies

by Louise Aiello

To maximize the opportunity of using the valuable assets and resources being freed for civilian use by the closure of 10 significant military facilities in the Bay Area, local communities hosting closing military bases, businesses, government agencies, and other interested parties established a collaborative partnership called the Bay Area Defense Conversion Action team (BADCAT), which is managed by the Bay Area Economic Forum. For the past two years, BADCAT has systematically examined

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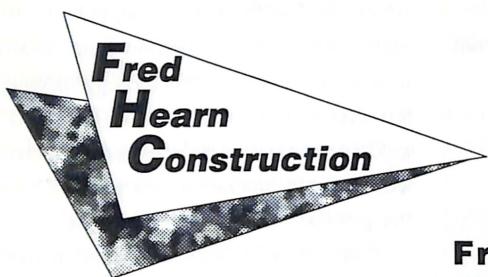
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18

nets that already lace the region, combined with the new digital switching and transmission technologies will provide the platform for a host of exiting communications advances such as wireless personal communicators small enough to fit in a pocket, and interactive TV systems that let users shop from home and long distance education programs allowing students of all ages to interact with teachers and scholars from around the globe.

"Digital communications now make it possible for communities outside Silicon Valley and Hollywood to attract multimedia and movie or television production companies by deploying the high-speed transmission lines or by using cable or satellite," reports Linda Perry. Perry is the Project Manager for the *Telecommunications 101 Infrastructure Partnership Project*, which is a public-private partnership including the Bay Area Economic Forum, the Bay Area Council, the Association of Bay Area Governments, AirTouch, CellularONE, Pacific Bell, TCI Cable Communications, and other organizations committed to assisting local governments in the Bay Area to accelerate the

deployment of advanced telecommunications infrastructure. Perry points out that the closing military bases like Mare Island, "will emerge as telecommuting and telecommunications centers which provide a wide range of multimedia services to individuals and small companies, if they deploy the high-speed digital transmission lines or can use communications equipment left by the military."

### **Multimedia**

Multimedia is interactive digital technology that integrates text, graphics, and sound, having dramatic implications for the ways we communicate information and the potential to spawn new technologies that may become as pervasive as the television and telephone.

The Bay Area has already established itself as the global center for multimedia. About 50% of all the multimedia companies in the country are located in the Bay Area and Southern California. More than 2,200 companies with over 62,000 people are engaged in multimedia-related activities in the Bay Area.

To solidify its position as the multimedia capital, the Bay Area is promoting the growth of this industry through collaborative public-private efforts, including the establishment of shared-use multimedia facilities throughout the region linked by a high speed broadband network and an industry-driven workforce training program called SkillsNet.

The Bay Area Economic Forum, the California Trade and Commerce Agency, the nine counties in the Bay Area, and other organizations created the Greater Bay Area Regional Marketing Partnership to promote the region's competitive power in national and international markets. The Marketing Partnership recently produced a regional marketing brochure, "The Greater Bay Area: Where Ideas, Industries, and Opportunities are Born," which highlights the region's strength in multimedia and other information technologies. Sally DiDomenico, Vice-President of the Bay Area Economic Forum, notes that, "Organizations like SEDCORP, as a member of the Marketing Partnership, can utilize the powerful strategic marketing advantage of being part of a \$200 billion regional economy for its individual negotiations with targeted industries."

### **Movie and Television Production**

As part of BADCAT's analysis of the multimedia industry, a number of strengths surfaced to identify movie and television production separately from multimedia as a growth industry for the Bay Area. Expertise in animation and digital editing, as well as the presence of world-class producers such as Industrial Light and Magic and Pixar, have earned the Bay Area a special niche within the film and video industry. The region is now the preferred location for numerous entrepreneurial small companies and individuals who are developing new ways to create and distribute film, TV commercials including infomercials, CD-ROM titles, and other information and entertainment products.

The Bay Area has also become a magnet for large hardware and software companies eager to partner with local firms engaged in post production, visual effects, and animation activities.

The photogenic settings and historic buildings providing architectural backdrops →

spanning over 100 years and large warehouse space for studio productions position Mare Island to take the lead in film and video production in the Bay Area.

### Gateway For Information Technologies

The recently negotiated lease with Warner Brothers Studios and the filming of the Robin Williams movie, "Jack," last year are just the initial efforts of the City of Vallejo to seize the opportunities identified in BADCAT's analyses of the information technologies industry. Moreover, geographic location positions the City of Vallejo to use digital transmission, cable, or satellite transmission to establish Mare Island as the Bay Area's information technology gateway to Sacramento, the wine country, and other more rural parts of Northern California. ■

## An Interview with PAMELA PITTS

Owner and President of Enable Computer Resources, Inc.

by Lisa Cownie

Associate Editor of the Business Journal

Pamela Pitts was born and raised in Vallejo, but for 23 years, she only slept in the city she calls home. Today, however, with her busy schedule, it seems she does anything but sleep. As an entrepreneur, Ms. Pitts is busy running her business, Enable Computer Resources; as this year's president of the Vallejo Chamber of Commerce, she's busy helping her city, where she hopes her children will some day work and raise their families.

"Eight years ago, I never dreamed I'd be as involved as I am today," she says. "This business started off as a hobby. I was hoping to make just enough money to put gas in my car and keep me in a new pair of jeans every couple of months. Of course, it's turned out to be much more than that. And I love this community. My family is here, and I have friends here that I've had since I was three years old, so I have great support."

After high school, Ms. Pitts attended Solano Community College for one year,

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then Golden Gate University and St. Mary's where she obtained degrees in accounting and management. Living in Vallejo, she commuted to San Francisco and Oakland for 23 years, working as a computer programmer, systems analyst, and project manager.

With her work experience and education firmly in place, what started as a hobby in 1985 grew into what is now Enable Computer Resources, a 27-employee firm that places computer programmers in client companies, develops custom software and systems, and sells the hardware needed to make those systems work. Headquartered in Vallejo, the firm just closed an office in San Diego, but Ms. Pitts is thinking of opening another in San Ramon.

Over the years, Ms. Pitts built her business one assignment at a time. She credits

much of her success, however, to her staff, a staff that's been somewhat hard to recruit.



Vallejo Chamber of  
Commerce President, Pamela  
Pitts

In this interview, Ms. Pitts talks about how she keeps up with her schedule and the ever-changing world of computer technology, how she plans to grow her business, and what she plans to do to make her vision for Vallejo and Solano County a reality.

**Business Journal:** First of all, exactly what does your company do?

**Pamela Pitts:** We do just about anything computer-related that our clients need: We provide consulting services, custom

programming, and systems design, as well as the hardware to make it work. We also place programmers and other computer specialists on short-term assignments, long-term assignments, and into full-time permanent jobs.

**Business Journal:** How did you get started in the business?

**Pamela Pitts:** My last job before Enable →

was as a project manager at the Federal Reserve Bank in San Francisco. While there, I volunteered in a computer training program at Berkeley that taught the disabled to be computer programmers. I ended up hiring some of the students in the program as my interns at the bank so they could get some real experience. The program was—and still is—successful. It is supported by more than 75 businesses throughout the Bay Area. At that time, I saw a need to keep graduates' skills sharp until they could get permanent, full-time jobs, so I began placing them as temporary programmers within the supporting companies. That's how I started. Enable—it's a play on the word disabled. I think I actually lost money at first. I would place them in the companies for little compensation, just to get the project going. We had a few successes. It was like a trial run before I quit my job in 1987 to run Enable full time.

**Business Journal:** That was almost a decade ago; the industry's changed a lot since then. Has your company changed, as well?

**Pamela Pitts:** It sure has! One thing that's necessary in this business is to remain flexible. We've had to diversify our services. We started off as a high-tech temporary agency, but we've had to become a full-service company and offer the whole spectrum. For example, we are value-added resellers for hardware. Clients want to go to one place for their computer needs, so when we develop new applications, we provide consulting, software, and hardware. Clients don't want to deal with different people for each part of the package; they want the total package from one source.

**Business Journal:** How do you keep up in such a rapidly changing industry?

**Pamela Pitts:** Fortunately, I don't have to; my staff does! (Laughs.) Seriously, there are various ways to keep track of it all. I constantly augment my staff with new people who have today's desired skills. Plus, I keep a supplemental database of 6,000–7,000 technical people who can help us provide services. So any skills that we need we have access to, whether it's full time or just temporary work for a specific job. I also send my

staff to classes, even though I'm only proficient in WordPerfect and Lotus and other programs I've used for years. For me, I say if it's not broke, don't fix it.

**Business Journal:** Besides constantly changing, the industry is also becoming more competitive. How do you keep your edge with more and more companies coming on the market doing what you're doing?

**Pamela Pitts:** Again, I refer to my staff. Enable's market advantage is it's great reputation. And understand, I don't take on projects that we can't be successful at. Our reputation has taken us farther than one would think. Because of the competition these days, customers want referrals for every job. We are able to give them great references. Our reputation stems from us developing good products within or under budget, which keeps our customers very satisfied. I, for many years, was on the other side of the coin, working with vendors and consultants to bring in products and personnel. I learned then what I, the client, wanted. So I keep that in mind. We have a very strong customer-service attitude.

**Business Journal:** Being headquartered in Vallejo, is it difficult to hire qualified staff?

**Pamela Pitts:** I have a good staff, in spite of the difficulty of making people aware that Solano County is a good place to work, with good salaries. I have to compete with Silicon Valley and San Francisco in terms of benefits and salary. A lot of my staff commute from out of the area by ferry, car, or BARTLINK. Some come from as far away as Palo Alto. As a community leader, I have to make people aware that Solano County is a good place in which to work and live.

**Business Journal:** Some of your major clients include Lawrence Livermore Lab, Pacific Bell, and Bank of America. What services do you provide for them?

**Pamela Pitts:** We provide ongoing maintenance of their computer systems. We develop custom software, maintain software applications, and provide contract labor for their computer departments.

**Business Journal:** Do you get involved in multimedia at all?

**Pamela Pitts:** Yes, we do, as our clients' needs call for it.

**Business Journal:** Up to this point you've



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Michael M. Paulik  
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been quite successful. Looking to the future, how do you expect to continue to grow your business?

**Pamela Pitts:** We have developed a product and are in the process of marketing it to the California utilities industry. It provides online regulatory reporting to the CPUC. The software is currently used by Pac Bell and GTE of California. We also plan to expand our contract-labor service by providing it to more clients. As corporations downsize, there is a need to hire specialty/technical people on an as-needed basis, because they no longer have them on staff. Also, our computer programming department is growing by leaps and bounds—that's our bread and butter, as it has always been.

**Business Journal:** Your clients are typically large corporations, but the work you do is necessary for small businesses, as well. Any advice for them?

**Pamela Pitts:** Try to use off-the-shelf software products as much as possible. It is quite costly and probably unnecessary to have custom software designed. There are people out there who can help small business owners identify a good product and provide training, if necessary. I will caution small business owners, though, that hiring a small operation is a bit risky, because there are so many "home trained" programmers out there. So, do your homework before selecting one. Do the usual: get deliverables clearly identified and in writing.

**Business Journal:** With your business firmly planted in Vallejo, you're now taking on a whole new mission; to revive your home town. You took office as president of the Vallejo Chamber of Commerce in January. Are you optimistic about Vallejo's future as a business center?

**Pamela Pitts:** Absolutely I'm optimistic! I have to be an optimist. My involvement in the Chamber is based on my history in this community and my belief in its future. I know that Vallejo will be a viable business center someday. I've seen it go through so many changes over the years. I see tremendous opportunity for the city, starting with the privatization of Mare Island and the revitalization of downtown. Business and community are coming together to work toward those ends.

**Business Journal:** Some worry that the closure of Mare Island could destroy Vallejo's business community and economy, but you have a different take on it?

**Pamela Pitts:** Mare Island's closure will have a significant impact, but I don't support the all doom-and-gloom predictions I hear. I see a Vallejo business community that is interested in coming together to make things happen. The town is energized by the possibilities! In the long run, I think it probably won't look exactly like the re-use plans we designed, because many businesses will be moving in and out giving it a try. That will be our strength, though, and our stability. Multi-industry representation will be healthy. For so long, Vallejo was dependent on one employer—the U.S. Navy. For 140 years, businesses did not have to depend on each other. Now they do! And things are already happening on Mare Island. The city has several businesses poised to move in.

**Business Journal:** Are things moving pretty quickly there?

**Pamela Pitts:** Sort of. The Navy's funding for clean-up has been a hold-up, but the

Navy says it will stay on schedule. It seems slow-moving because there is so much bureaucracy to wade through. Once we get there, though, it's full steam ahead! I'm looking forward to it!

**Business Journal:** With your enthusiasm and attitude, it sounds like you've made a true commitment to the community.

**Pamela Pitts:** I'm happy to spend time to shape the future of Vallejo. I wish I could devote more time to it! I do community service not because I want to market my business—in fact, I have no clients here—I do it for my other passions: my children and my city. I have no plans of ever leaving Vallejo. I want to help make this town prosper. If I do that, all of our quality of life improves. If this business community prospers, my kids can work here someday, too. Businesses here have great promise!

Reprinted with permission from the May 1996 issue of *The Business Journal* serving Solano and Napa counties

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## MEMBER NEWS

### Busch Properties Closes Phase 2 of Development Deal with CDI

**B**usch Properties, Inc., the wholly-owned subsidiary of The Anheuser Busch Companies, and commercial developer CDI, are pleased to announce the ground-breaking of Phase II of the Chadbourne Commerce Center within Busch Corporate Center—Fairfield. The second building of the Chadbourne Commerce Center will consist of a 24,000 sq. ft. light industrial building on 1.6 acres of land adjacent to Phase I at the corner of Chadbourne Road and Maxwell Way.

Two companies, Kleinfelder and King Bearing, will each occupy 6,000 sq. ft. of the new building, leaving less than 12,000 sq. ft. available for lease. Rodger Heggelund, executive vice president of CDI, said, "Seeing that we haven't even broken ground, it won't take long to fill this remaining space."

"This is our third development within Busch Corporate Center—Fairfield," Heggelund added.

"Unlike our commercial office project, Busch Campus Park, the Chadbourne Commerce Center is targeted for research and development and light industrial users."

Like its twin in Phase I, the building will be constructed of decorative concrete with a free-standing front archway façade, creating a natural walkway between the building and landscape. Attractive accents and extensive use of glass surrounds the building exterior. The arched façade acts as an architecturally-designed retaining wall to separate the two warehouses, allowing 125 feet between the two buildings and concealing a truck parking area. Large signage in the middle of the archway identifies the project, and complimentary landscaping surrounds the front and sides of the buildings.

ITT Flight, the world's largest manufacturer of submersible pumps and mixers for water and sewer treatment utilities, will be occupying one of the buildings for its western United States, Alaska, Hawaii and western Pacific regional office. The company will relocate its current regional office from the south San Francisco area to the new Fairfield location by

the end of April. ITT Flight will occupy 15,000 sq. ft. of Phase I—5,000 of which will be used as office space for sales and administrative functions, and 10,000 sq. ft. to be used for warehousing, service and testing.

Heggelund announced that a lease is pending with a national company to occupy the remaining 9,000 sq. ft. of Phase I, 790 Chadbourne Road.

Leasing for the Chadbourne Commerce Center project is being handled by Chris Petriini and Bret DeMartini of Grubb & Ellis. Groundbreaking for Phase II is scheduled for the first of May.

"We are extremely pleased with the success CDI has enjoyed so far with both Busch Campus Park and Chadbourne Commerce Center," said William F. Brown, vice president of Busch Properties. "They demonstrate that the Northern California economy is in fact coming around rapidly now, and that the Fairfield and Solano County markets remain very strong."

Busch Corporate Center—Fairfield is a 260-acre campus-style business park adjacent to Anheuser-Busch's Fairfield brewery. The corporate center features sites for light industry, assembly, manufacturing, research and development, regional offices sales and distribution centers, as well as planned retail and hotel sites along the I-80 corridor.

Established in 1970, Busch Properties provides the full range of corporate development and management services, with real estate projects in the major markets of Ohio, Virginia, Florida, Colorado, Georgia and California. Current activities include the development of mixed use business parks, the construction, leasing and management of office and light industrial buildings, resort and golf course development, general brokerage, lodging and conference facilities and the sale of a variety of residential housing.

CDI, a development and realty company located in Napa, California, is currently constructing nine building projects in the North Bay area. CDI projects include planned unit developments, commercial industrial warehouses, small shopping centers and build-to-suit offices, warehouses and manufacturing facilities. ■

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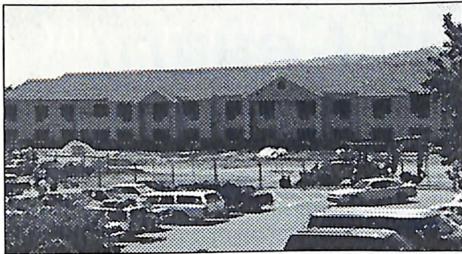
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Adjacent to Vacaville's Coffee Tree restaurant along I-80, the Courtyard by Marriott has easy access to the Factory Stores and the Vacaville Commons retail developments.

## Vacaville's Courtyard Going Up Quickly: Work Completed Ahead of Schedule

by Mike Fitch

**F**red Hearn doesn't waste any time once he gets started on a project. His distaste for delays is a big reason construction is far ahead of schedule on the 125-room Courtyard by Marriott, Vacaville.

As anyone who drives through Vacaville on Interstate 80 daily may have noticed, the \$9 million hotel project is being built at a break-neck pace.

"Things have gone very smoothly," Hearn said, as he reported that construction is at least a month ahead of schedule. Hearn gave City of Vacaville officials part of the credit, saying they have been easy to work with.

There is little doubt that much of the credit belongs to Fred Hearn Construction, the project's Vacaville-based general contractor. Hearn, the company's owner, figures that many contractors can build quality projects at competitive prices. His aim is to one step further by offering a well-organized, well-run operation that can bring projects in ahead of schedule.

The drive to complete the project ahead of schedule is one reason that, on any given day, as many as 80 to 100 workers may be on site.

Modesto-based Rim Corp., the general partner in the partnership that will be the owner of the hotel, has set February 15 as the target date for opening the two-story, 65,625 square-foot facility.

"We're going to get it done real quickly," Hearn said, indicating he hopes to have his company's work completed by the end of the year.

The foregoing article appeared in the 8-1-96 edition of *The Reporter* and is reprinted with permission

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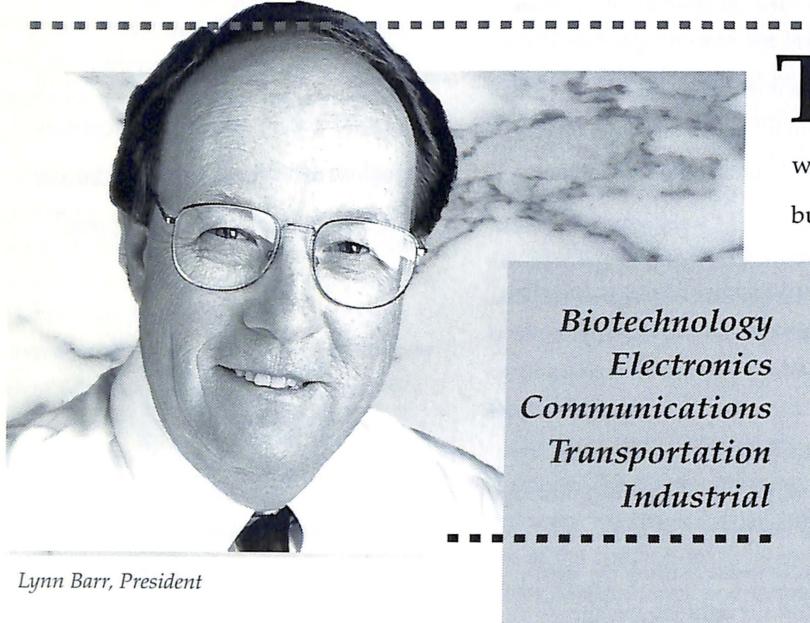
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## **Vallejo Through the Eyes of a Vallejoan - Continued from page 9**

In the early 1980's Vallejo regrouped and decided to find its own niche in the progress arena. Vallejo was being out-competed by Solano Mall, Hilltop and Sun Valley, was losing the Anheuser Breweries, the Alza's and the Genentech's, plus Mare Island's continued existence was constantly being questioned. The city still comprised over 40% of the County's population, a large portion of it becoming a bedroom/commuter residency, and a large segment of retirees from Mare Island still calling Vallejo their home.

Because of its location, the city focused on tourism. Vallejo is the entrance to the second largest tourist attraction in the state: the Napa Valley. The city is 45 minutes from Herb Caen's "Bagdad by the Bay," the beaches of Bodega, the Capitol in Sacramento and the Delight of the Delta. Tahoe and Yosemite are drivable distances away. It seemed natural to capture this untested market.

In 1984 Vallejo secured the relocation of

Marine World Africa USA, with its 1200 jobs, multi-million person attendance, and educational value extraordinaire. The Park placed Vallejo at the pinnacle of tourism in Northern California. Immediately after Marine World announced it was coming to Vallejo, hotels began to be built—Ramadas, Holidays, Comforts and Windmills, to name a few. Over 600 new hotel rooms became available, and Crowley's Maritime Red & White Ferries started to traverse the bay to San Francisco. Since then, the Blue & Gold Fleet has serviced the contract and the City of Vallejo's publicly owned ferry will be commissioned to begin service at the end of 1996.

Vallejo's reputation and image took a drastic change in 1984 with its entry into the tourism marketplace. Assemblyman Tom Hannigan (D-Solano) stated when hearing the announcement in 1984, "It is the biggest thing to happen to Vallejo since Mare Island was built." Mayor Gloria Exline was quoted during the Marine World's 10th anniversary in June, "Marine World is the engine that

runs our economic vehicle."

Tourism has been very beneficial to the city since 1986. Marine World has generated over \$16 million to the general fund through its lease payments, sales tax, water charges and utility taxes, it has an annual payroll of over \$7 million, which multiplies back to the community. The hotel tax generates almost \$1 million a year to the city budget, a nice addition from the \$150,000 generated prior to Marine World. The influx of nationally known restaurants has been overwhelming since the city became tourism driven.

All in all, Vallejo made the right decision in 1984. Now that Mare Island has closed and her economy is hurting, the city is still working to improve its economic position. As of June this year, a contract with Warner Bros. Studios has been signed for the usage of sites on the yard, Roper Productions is in the process of negotiating another Eddie Murphy movie, and many other large movie industry executives are looking at the site.

Who knows, besides being the Tourism Capitol of the North Bay, Vallejo may soon

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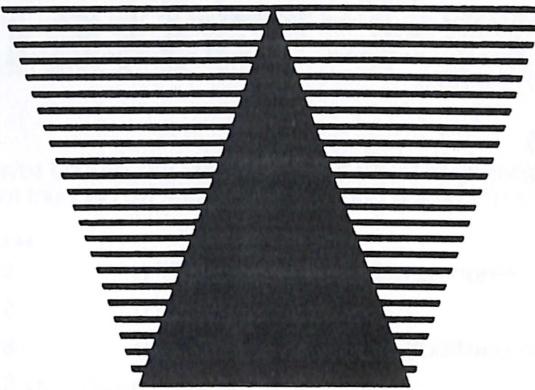
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become Northern California's version of Hollywood. But rest assured, whatever Vallejo attempts, it will accomplish. It has the age, the experience, and the history to overcome all situations.

In the words of Vallejo native and former New York Met and Philly relief pitcher, Tug McGraw..."YOU GOTTA BELIEVE" to make it happen. It was a beautiful city when I got here in 1939, and I still love calling it home in 1996. ■

#### **Tourist Treasures of Solano County Continued from page 11**

co-ordination and try to prevent problems before they arise. We will not, however, handle any negotiations. That is between the city (or county) and the film company. Additionally the Vallejo CVB will not charge any commission fees for its services.

Once a film production company selects its site, they make every attempt to do business locally to benefit the local economy. The Vallejo/Solano County Film Commission

will work with the Chambers of Commerce and SEDCORP in promoting local businesses for production companies' needs. Businesses that could benefit include hotels, apartments, restaurants, local retailers, auto dealers, dry cleaners, rental companies, hardware, lumber, catering, florists, communications companies, office equipment suppliers, grocery stores, gas stations, shoe repair shops, service businesses and unions. Off-duty fireman, local police officers and highway patrol officers could also be hired.

Whether on a one-day shoot or ten months of production, the film industry brings dollars to local businesses, enhancing the entire community's economy. The smoother the process runs and the more accommodating each city is in the filming process, the more likely its "film friendly" reputation will grow and other film companies will follow.

Since Warner Brothers and Disney completed filming on Mare Island, other big name production companies have phoned our office and scouted Vallejo as a future film

location. While we are not at liberty to share just who these companies are, I can share that Warner Brothers estimates they will drop \$20 million in Vallejo and the surrounding area. I can also share that we have already worked with the City of Dixon on a commercial.

In summary, the film industry means big revenues to Solano County. As CEO of the newly appointed Solano County Film Commission, I can assure you this county will witness more cameras than you could ever imagine. This is a win, win, win situation. A win for existing business throughout Solano County, for they will generate more business either directly or indirectly; a win for residents whose out of pocket tax dollars will be minimized since our cities and county will generate an increase in tax revenue; and a win for companies considering locating in Solano County because once they contact SEDCORP and move here, they will reap the benefit of increased business in this "picture perfect" business climate. ■

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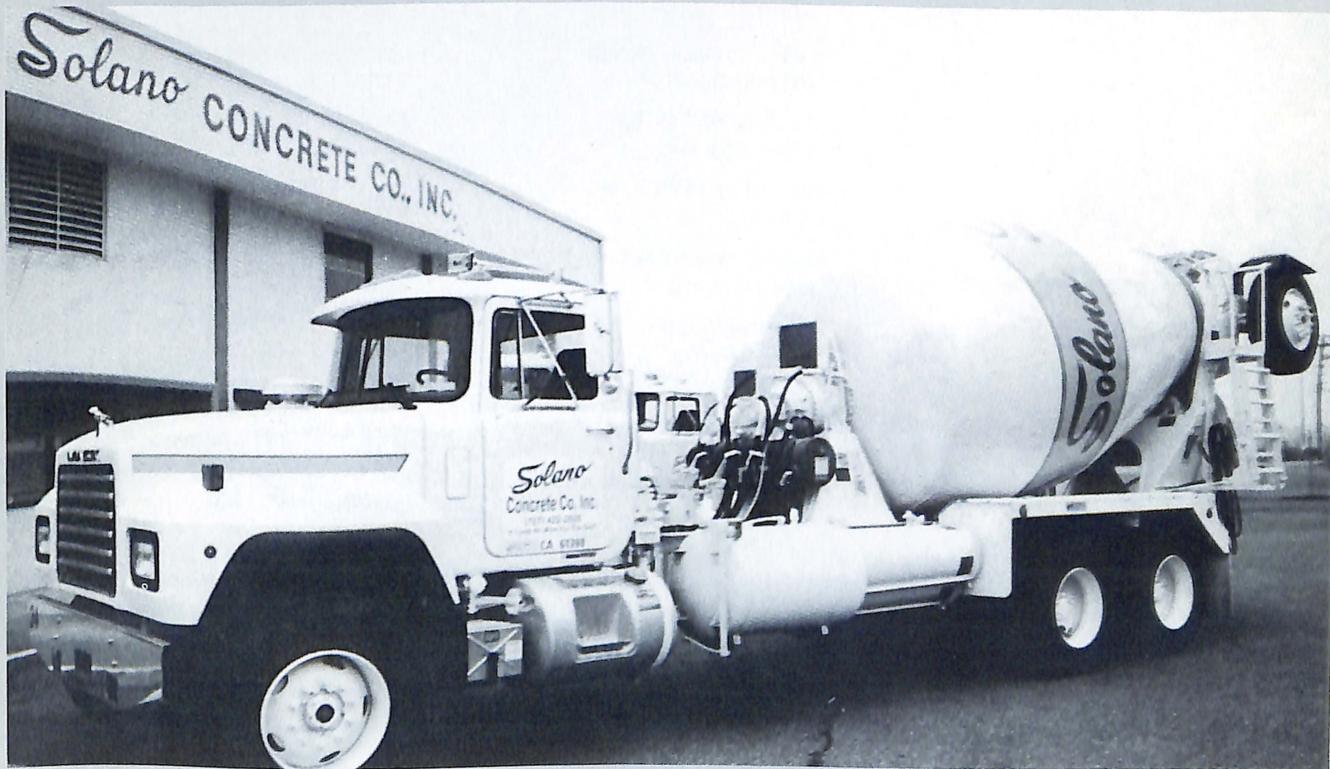
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### MEETING CALENDAR

DATE	TIME	EVENT	LOCATION
<b>September</b>			
10	7:30 am	Life Sciences Committee	SEDCORP
20	8:30 am	Member-Investor Committee	SEDCORP
24	8:30 am	International Trade Committee	SEDCORP
25	8:30 am	Marketing Committee	SEDCORP
<b>October</b>			
2	5:30 pm	Member-Investor Event	Marine World Africa USA
3	6:30 pm	International Trade Workshop / Topic: Marketing	Fairfield/Suisun Chamber
4	8:00 am	Solano Stakeholders	Solano Community College
8	7:30 am	Life Sciences Committee	SEDCORP
10	5:30 pm	International Trade Workshop / Topic: Financing	JFK Library / Vallejo
17	3:00 pm	Board of Directors	JFK Library / Vallejo
17	6:30 pm	International Trade Workshop / Topic: Regulatory Affairs	Fairfield/Suisun Chamber
18	8:30 am	Member-Investor Committee	SEDCORP
24	8:00 am	Major Employers' Network	
24	6:30 pm	International Trade Workshop / Topic: Tax Issues	Vacaville Chamber
29	8:30 am	International Trade Committee	SEDCORP
31	8:30 am	Marketing Committee	SEDCORP
<b>November</b>			
14	7:30 am	Member-Investor Event	Holiday Inn Marine World

*For more information on becoming a Committee member, contact the SEDCORP office*

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